



ENERGY STAR® Appliance Promotion



Kyle Andrews
U.S. Department of Energy
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2004 Appliance Promotion



- April 15 - July 15
- Marketing and outreach activities around a common ENERGY STAR theme
- Supported manufacturer and retailer efforts in cooperative programs

Participating Partners



- 118 utility and program sponsors
- 18 appliance manufacturers
- 4 national retailers
- Thousands of independent retailers

Results and Savings



- Over 41,000 ENERGY STAR qualified appliances purchased (to date)
- Over 15,000 appliances recycled

Savings

- 102 billion Btu/year
- 20 million kWh/year
- 330,000 therms/year
- 250 million gallons water/year
- \$2.5 million/year in customer utility bill savings

Promotion Components



- Appliance Recycling
- Individual Partner Activities
- Partner Support
- ENERGY STAR Rewards

Appliance Recycling



- Appliance Recycling Working Group
- 13 appliance recycling activities
- 15,428 old, inefficient appliances removed and recycled
- 5,999 ENERGY STAR qualified replacements purchased

Individual Partner Activities



- Utility/Regional Sponsor driven campaigns:
 - Rebates/incentives
 - Marketing
- Manufacturer/Retailer driven ENERGY STAR campaigns:
 - Whirlpool
 - KitchenAid
 - Sears

SAVE ON YOUR ENERGY BILLS WITH
KITCHENAID® ENSEMBLE™ LAUNDRY PAIR

RECEIVE
\$150
CASH BACK

BY MAIL WITH THE PURCHASE OF A
KitchenAid ENSEMBLE™ LAUNDRY PAIR.

 OFFER VALID ON PURCHASES JUNE 1 – JULY 16, 2004. 

Federal purchase not necessary. Mail-in offer only.
See reverse for qualifying models and details.



XXXXXX-00P FOR THE WAY IT'S MADE.®

Partner Support



- Online savings calculators
- Marketing materials
- Market research
- Hispanic outreach



Fact Sheets



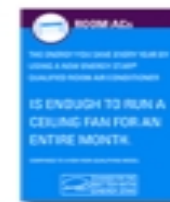
Savings Calculators



Bill Stuffer (front)



Bill Stuffer (back)



Front



Back
Pocket Training Card



Front



Back

Spanish Pocket Training Card



Sell Sheet

ENERGY STAR Rewards



On behalf of the Collaborative:

Bobbi Fey,
Wisconsin Energy Conservation
Corporation

ENERGY STAR® REWARDS
Get cash back by mail on the purchase of select ENERGY STAR qualified clothes washers.

Get \$100 - \$175 back by mail
(Electric water heater customers only)

HOW TO GET YOUR REWARDS

- 1. BUY** an eligible ENERGY STAR clothes washer April 15 - July 15, 2004.
- 2. COMPLETE** the ENERGY STAR REWARDS Mail-In form and SMUD's 2004 Residential Rebate Application.
- 3. MAIL IN:**
 - A. ENERGY STAR REWARDS form AND SMUD Rebate Application form
 - B. Copy of your dated sales receipt
 - C. Copy of your recent electric bill to:
SMUD
P.O. Box 15890, M.S. A200
Sacramento, CA 95852-1890

CHANGE FOR THE BETTER WITH ENERGY STAR
Look for these ENERGY STAR qualified models at participating appliance retailers.
For more program information call 1-888-742-SMUD (7683) or visit smud.org.

All information below is required for rebate reimbursement. **Don't forget to include your receipt!**

Customer Name: _____ Serial #: _____
Phone Number: _____
Installation Address: _____ City: _____ State: _____ Zip: _____
E-mail Address: _____
My water heater is: ☐ Gas ☐ Electric ☐ Yes, I wish to receive future communications about new ENERGY STAR products and promotions.
My SMUD account # is: _____
By signing this form, I certify that I purchased the clothes washer indicated, plan to install it for personal use in the home above, and that I am a residential customer of the Sacramento Municipal Utility District (SMUD).

Questions? Call 1-888-742-SMUD (7683) Sign here: _____

Online rebate must be purchased between April 15 through July 15, 2004. Rebate only on select ENERGY STAR qualified clothes washers purchased by customers at participating utility retailers, appliance stores or floor-appliance centers. Participating utility retailers reserve the right to restrict the rebate, appliance and appliance location. Void if part of a promotion and where prohibited by law. No other use permitted. Total cash value \$100 per line. One rebate per household. All other customer's mastercard must be used by July 15, 2004 to be considered for reimbursement. See complete program for more information on ENERGY STAR.

SMUD
SACRAMENTO MUNICIPAL UTILITY DISTRICT
We Power So Life Well!



2005 ENERGY STAR Appliance Promotion



Concept Overview



- April 15 – July 15
- Open promotional concept supporting all partner activities
- Definitive call-to-action
- Strong messaging
- Consistent look and feel for partners wanting to use promotional materials

Campaign Goals



- Maximize energy savings and ENERGY STAR brand awareness through coordinated activities
- Significantly increase the amount and size of appliance recycling programs
- Provide a framework in which all partners have the ability to drive their own ENERGY STAR themed campaigns

Appliance Promotion Development



Evolution

- 2003 and 2004 Promotions helped coordinate partner efforts and combine resources
- Collaborative efforts provided powerful incentive for manufacturers and retailers to promote ENERGY STAR qualified clothes washers
- In 2004, DOE has consulted with various partners and stakeholders to discuss future efforts
- Manufacturers and retailers driving their own ENERGY STAR themed campaigns is the next step in expanding the size and scope of the Appliance Promotion

Manufacturer/Retailer-Driven Campaigns



Opportunity

- The experts in producing and marketing appliances drive campaigns that allow for utility investment
- ENERGY STAR themed campaigns that can be executed nationally rather than regionally
- Manufacturers and retailers able to promote ENERGY STAR qualified appliances in a way that allows for market place differentiation
- Manufacturer/retailer-driven campaigns outside of Appliance Promotion timeframe will also be supported by DOE.

Opportunities for 2005 Appliance Promotion



Along with general partner support, DOE will assist partners in leveraging the following opportunities:

- Appliance Recycling
- Kitchen Remodeling
- Earth Day
- Hispanic Outreach

Appliance Recycling



- Build on success of 2004
- Continue to work with the Appliance Recycling Working Group
- Support partner efforts with marketing materials and activity coordination



Kitchen Remodeling



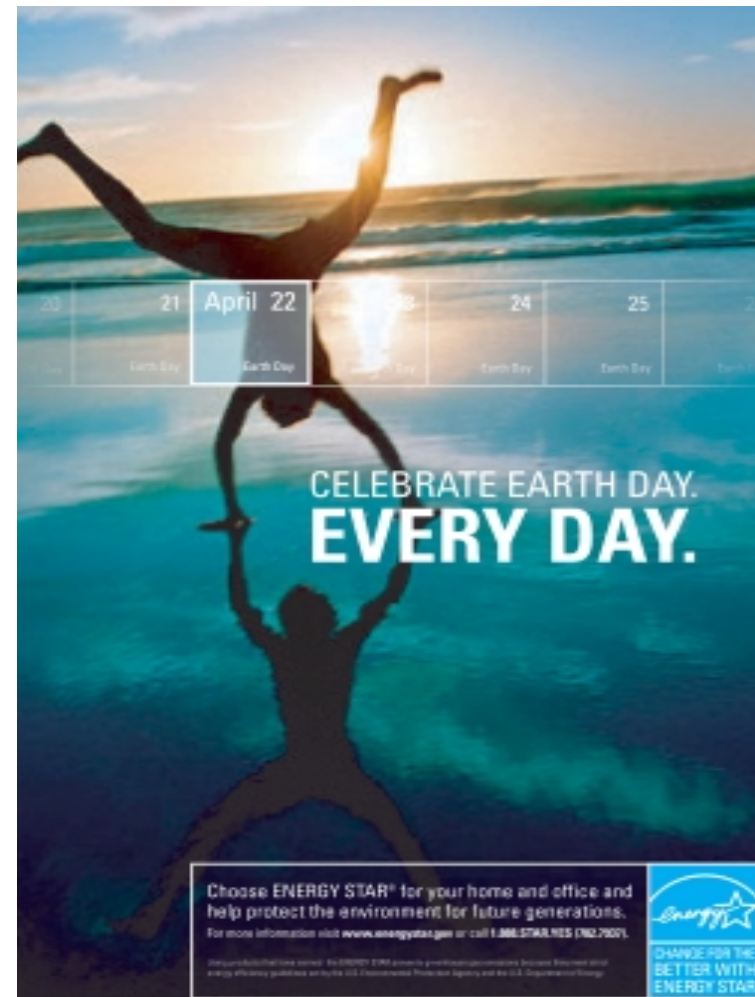
- 7.3% increase in home remodeling in 2003 (Harvard University)
- Homes owners spent \$130.4 billion on remodeling their homes in 2003 (Harvard University)
- Opportunity to promote ENERGY STAR qualified dishwashers and refrigerators



Earth Day – April 22



- Leverage Earth Day awareness by promoting ENERGY STAR qualified appliances
- Ideal time to launch products or ENERGY STAR related activities as part of the 2005 Appliance promotion



Hispanic Outreach



Opportunity:

- By 2007, projected purchasing power of \$926 billion (University of GA)
- Low awareness of ENERGY STAR in emerging markets and disconnect in traditional markets (Hispanic Radio Network)
- Opportunity to coordinate activities and marketing efforts specifically targeting Hispanic consumers

¿Si ahorrar dinero y energía fuera tan simple como buscar a un sello, USTED LO HARIA?

(Esta es su oportunidad! Julio es el mes de ENERGY STAR® en Las Vegas y podrá GANAR AHORRANDO ENERGIA. Regístrese para ganar productos con el sello ENERGY STAR.

- lavadora de ropa
- lavadora de platos
- equipos de aire acondicionado
- ventiladores de techo
- lamparas de piso

ASI ES COMO PUEDE GANAR

- Llame este formulario antes del 31 de julio. Llévelo a la tienda The Home Depot (1401 S. Lamb Blvd.) para participar en este sorteo. Busque la exhibición de "GANE AHORRANDO ENERGIA."
- Escuche Radio TriColor (105.1 FM), Sentinela Noticias 15 a las 6 p.m. y 11 p.m. Usted podrá ganar durante todo el mes de julio. Esta pendiente de la campaña "GANE AHORRANDO ENERGIA."
- Celebre "El Día de Ahorrar Energía" el 31 de julio en The Home Depot, de 9 a.m. a 4 p.m. (Venga y reciba consejos gratis de como ahorrar dinero y energía en su hogar. Gane premios y mucho más!)

Charleston Road
Lamb Ave

¡Atención niños de 6 a 14 años!

Tu idea más creativa de como ahorrar energía puede ganarte una bicicleta y 4 boletas al parque Wet 'n' Wild! Trae tu idea ingeniosa a la tienda The Home Depot, antes del 31 de julio. Deposita tu idea dentro de la caja de exhibición del periódico El Mundo y ENERGY STAR, y podrás ganar mucho diversión!

ENERGY STAR es más que un sello: es un compromiso de eficiencia en energía. Al usar productos certificados de refrigeración, lavados y lavaplatos de la marca ENERGY STAR, todos podemos trabajar juntos para ahorrar una mala cuenta. Conserve energía y proteja el medio ambiente en beneficio de generaciones futuras aligando primero sus esfuerzos del uso de energía. Su futuro futuro... ¡juntos podemos hacer el mundo mejor!

ENERGY STAR está asociado con el Departamento Internacional de Energía y la Agencia Estadounidense de Protección Ambiental. Para más información, visite www.energystar.gov o llame gratis al 1-800-25A-ENERGY.

(Llene este formulario y tráigalo a la tienda The Home Depot para poder ganar una lavadora de ropa y una lavadora de platos calificadas ENERGY STAR de Maytag)

Nombre: _____ Número de Teléfono: _____

Dirección: _____ Correo Electrónico: _____

Next Steps



- **Breakout Sessions** – Manufacturers and retailers will present thoughts and ideas for 2005
- **Partner Conference Call** – Solicit partner feedback on current appliance promotion materials and listen to suggestions for new materials or support
- **Appliance Promotion Concept** – DOE will work with partners in October to develop a call-to-action and messaging
- **Partner Coordination** – D&R account managers available to help partners develop and communicate opportunities

Contact Information



Kyle Andrews, U.S. Department of Energy

E-Mail: kyle.andrews@ee.doe.gov

Phone: (202) 586-6208